The role and development tendencies of mass media in the process of reforms in Uzbekistan

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ABSTRACT

This article discusses the roleand problems of mass mediain mainstreaming of Uzbekistan, importance and social status of journalists in the process of development, and the role and social importance of the press in the transformation of reforms and transmission its necessity broadband.

Keywords: new period journalism, process of reforms, fourth power, journalistic responsibility, professional skills, media space.

1. INTRODUCTION

Today, Uzbekistan is undergoing rapid changes, innovative and creative work in every area of social life, including in every region of the country are being carried out. These efforts to promote the prosperity of our country and the welfare of our people are widely recognized by international community.

The performances of the President of our state Sh.Mirziyoyev, on the prestigious platforms of our country and the world inspire every citizen of Uzbekistan and, most importantly, call for initiative and dedication. Indeed, any call made by courage and generosity to the benefit of the people is increasingly important as it passes through time, and has a strong place in the hearts of the people.

In all spheres, journalism in Uzbekistan has stepped up to a new stage and is actively engaged in introducing changes in the world to the broader population.

The creation of a new system of democratic renewal of the society, helping to build a democratic state has greatly increased the capacity of journalists. This process requires great responsibility and dedication from journalists.

2. THEORITICAL BACKGROUND

As the President Sh.Mirziyoyev emphasized that "in the process of reforms the mass media should become a real defender to people's interests".

In order to achieve this, they need professionalism, honesty, impartiality, and profound analytical skills". The information age has given mankind so many opportunities that they cannot be counted. Of course, it is of particular importance that each communicative role in the development of information and communication in the society has increased to a high level. However, there are a number of negative aspects, such as being positive with information.

When it comes to the positivity, it can be long-lasting, as the incredible speed of information flows, the socio-political significance of developing relations between society and the state, the use of a variety of methods and techniques to cover events.

However, as everything has its advantages and disadvantages, there is a negative aspect of the problem, namely, that there is a growing number of criticisms on the media, with the ability to spread information through the expansion of information, copyright infringement, and any means available to society members. Such shortcomings are causing an outbreak of information attacks.

In that case, the creation of a legal system in the process of information dissemination has a positive effect on the process of working with information in our national journalism. It is also mentioned in the Article 67 of the Constitution of the Republic of Uzbekistan as the following:

"The media are free and work according to the law. They are responsible for the accuracy of the information.

Censorship is prohibited" [1, p.13].

In every age, words and ideas were important as a weapon of journalism. But in the past, freedom of expression was not based on the author's own words, but on the government's decree that journalist was used to protect interests of the government established on the basis of the former regime, rather than people's interests. During the years of independence, especially in the past two or three years, the attitude to the media has dramatically changed in our country. Media as a social institution had a positive effect on the further development of relations between people and the government.

As a result of this development, the government has adopted a number of laws in the area of journalism, and some works have been done to improve democratic standards of this sphere, and it is in the process of development. It should be noted that in the current rapidly changing world of globalization, in order to thoroughly investigate issues related to journalism's peculiarities, historical development, current state and prospects, to ensure the effectiveness of scientific and research work in this area, and to improve the quality of training highly-qualified cadres, the University of Journalism and Mass Communication of Uzbekistan [3] was established in the sphere of mass media(Fangel, 1984; Li, 2008; Piven, Society, & 2006, n.d.).

3. MAIN PART

This university is specialized in the field of mass media for journalists, including international journalists, scientific and pedagogical staff, who have a good knowledge of many foreign languages, conduct scientific research, create a media system in the country, also, it is a basic higher education institution for the development of scientific and educational-methodological materials in these areas.

Because of the mass media system needs the most important and effective means of communication in order to transmit needs of people to the mass media and to the authorities, to be the closest supporters and companions of people, the mature civil servants, it should acquire the deeper knowledgeable educated professionals(Bulai, Eva, & Rosu, 2016).

The reforms undertaken by the President to ensure the freedom of the media and the democratization and development of the media are an important task of increasing the legal activity of the "fourth power". As an example, on February 2, 2019, another important document was adopted: "the Decree on Additional Measures for Further Information Sector Development and Public Relations" [4]. On the basis of the Decree "On the organization of activity of the Information and Public Relations Agency under the President of the Republic of Uzbekistan" was adopted by President of the Republic of Uzbekistan(Simon & Zhou, 2017).

As it is noted in this document, the Agency is now has become a competent authority for the development and implementation of the unified state policy in information sphere of the Republic of Uzbekistan and supporting the development of the mass media, press, publishing and information and library activities. The new body will also consider issues related to the formation and promotion of a positive image of Uzbekistan in the global information space, the promotion of the investment climate and tourist potential of the country. The resolution envisages introduction of information and communication technologies in the Republic of Uzbekistan in 2019-2020, the Information and Communication Sector Support Fund of the Republic of Uzbekistan will be established.

The creation of around twenty channels in National Television and Radio Broadcasting Company of Uzbekistan for the past few years, and the quality of the materials published in the periodicals in the press system is increasingly evidence of the fact that the public interest in the media is a proof of the "awakening" of journalists. Journalist should pay attention to the following responsibilities during his/her working process: determine the critical and objective assessment of activities of the government and the administration, the shortcomings in various areas and the persistence of pressing issues(Baum & Thompson, 2007; Fangel, 1984; Ospanov, 2012).

"Today's Uzbek journalism as a component of the world's information space architecture is a prerequisite for the introduction of modern genres and forms of information. In this case, it is not advisable to add extra words to the sentences of the text and to use excessive words. The modern genres

of the world's information space are aimed at short and speedy. Ancient, non-amber (or dead) methods are not being used anymore" [5].

"The dissemination of information creates a spectacular view of the world around the world by influencing the consciousness of the society and the general picture of the universe.

The following features of the media are crucial in implementing these tasks:

- focusing on public audiences;
- all relevant;
- efficiency and speed" [6, p.24].

At the same time, while the data is getting outdated and changed every minute, humanity is eagerly awaiting updates in every field.

4. DISCUSSIONS

Especially, when today's demand for information is increasing in society, the impartiality and accuracy of the news, the fairness of the approach require a careful and attentive approach to each person to evaluate the situation (Baxtishodovich, Suyunovich, & Kholiqulov, 2017; Elias, Benjamin, & Shiftan, 2015; Lal, Suleimenov, Stewart, & Hansen, 2007; Turdibekov, n.d.).

In such circumstances, the media as a constituent element of political communication can have an ideological impact on socio-political activity of the society and create new opportunities for the strengthening of public control over state institutions.

Hence, the stronger the spiritual, political and intellectual potential of media organizations in today's society, it is required the stronger the activeness and the incentive, creativity for the awakening in society.

5. CONCLUSION

Today's journalist is a journalist who can clearly see any political, social, economic, cultural and educational aspects of society, and who tailor our experience abroad, who strive to ensure and increase the active participation of the population in political processes, and actively participates in these processes, must be manifested as a leader.

Thus, it is required hard work, a genuine effort to gain public trust, an open, explicit, and accountable story to become a renewal, modern journalist.

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